

FIG. 1

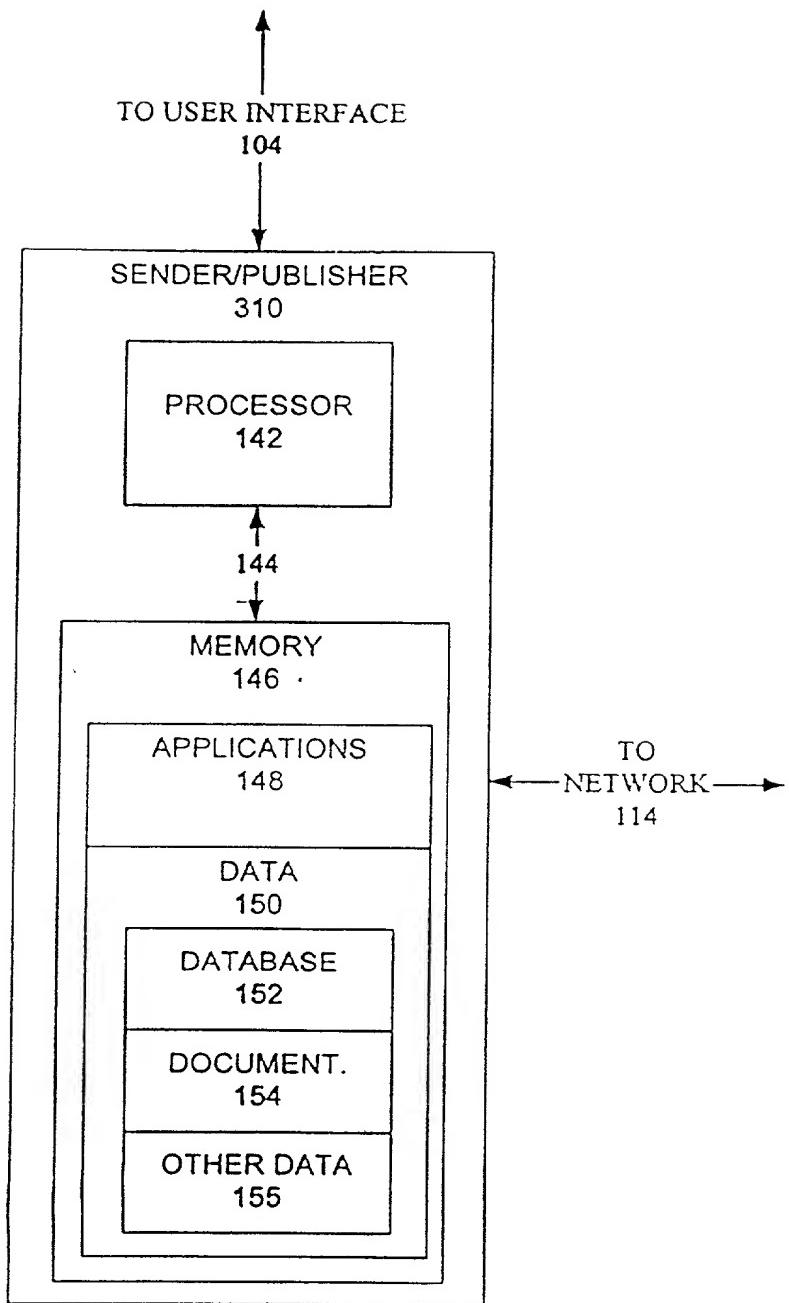


FIG. 2

- 400 → STORYTELLER ID = ECOUPONS
- 402 → PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG
- 404 → PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBN12980 100DPI.JPG
- 406 → PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBN12980 200DPI.JPG
- 408 → PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBN12980 ENG.WAV
- 410 → PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBN12980 SPAN.WAV
- 412 → PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBN12980 ENG.WAV
- 414 → PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBN12980 SPAN.UNI
- 416 → OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBN12980 OFFER ENG.TXT
- 418 → OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBN12980 OFFER SPAN.TXT
- 420 → PRODUCT SKU = 98374822
- 422 → FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMOFULFILLMENT
- 424 → FIRSTNAME = DAVE
- 426 → EMAIL ADDRESS = DAVESAXBY@HOME.COM
- 428 → CUSTOMER ID = 29604830
- 430 → MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

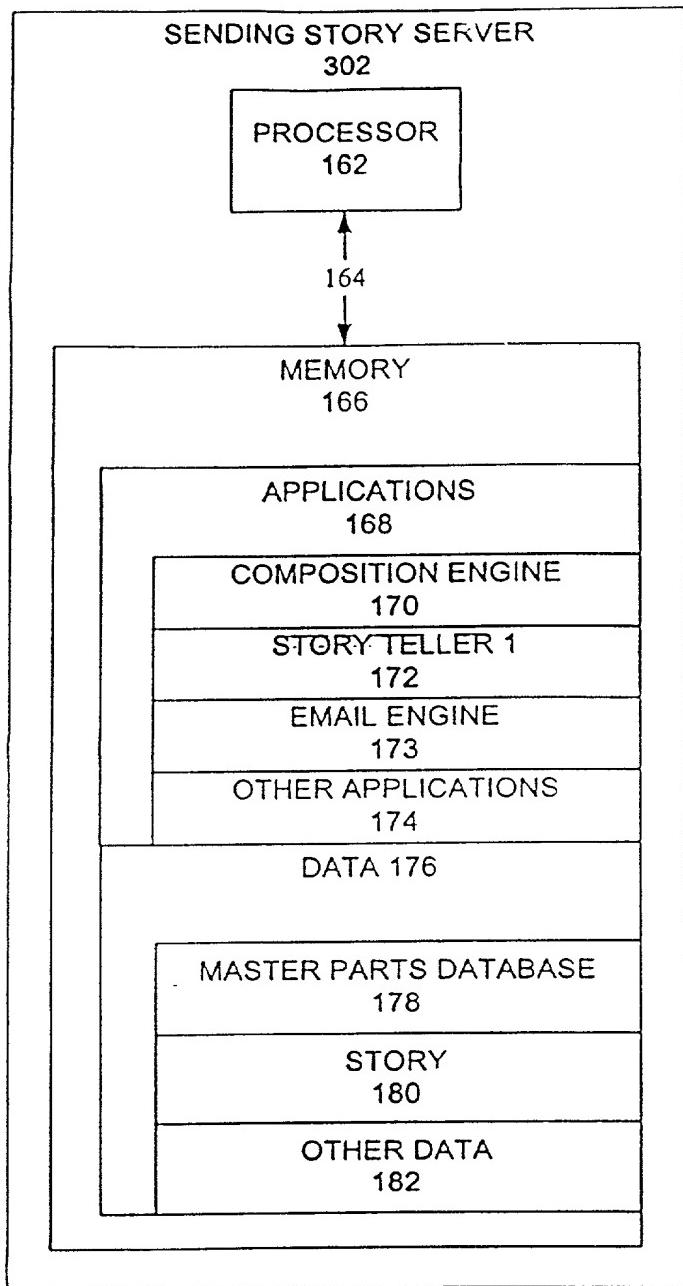


FIG. 4

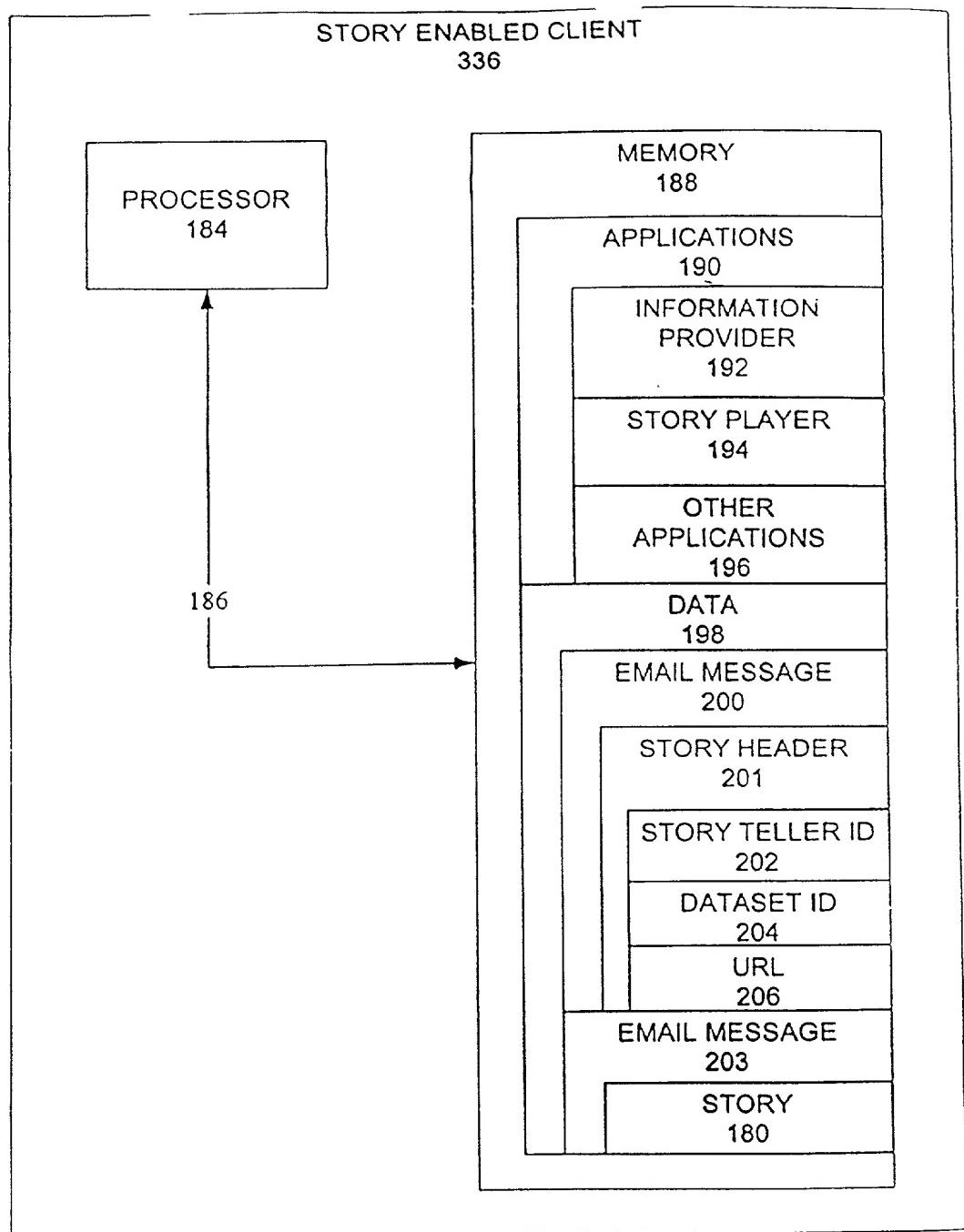


FIG. 5

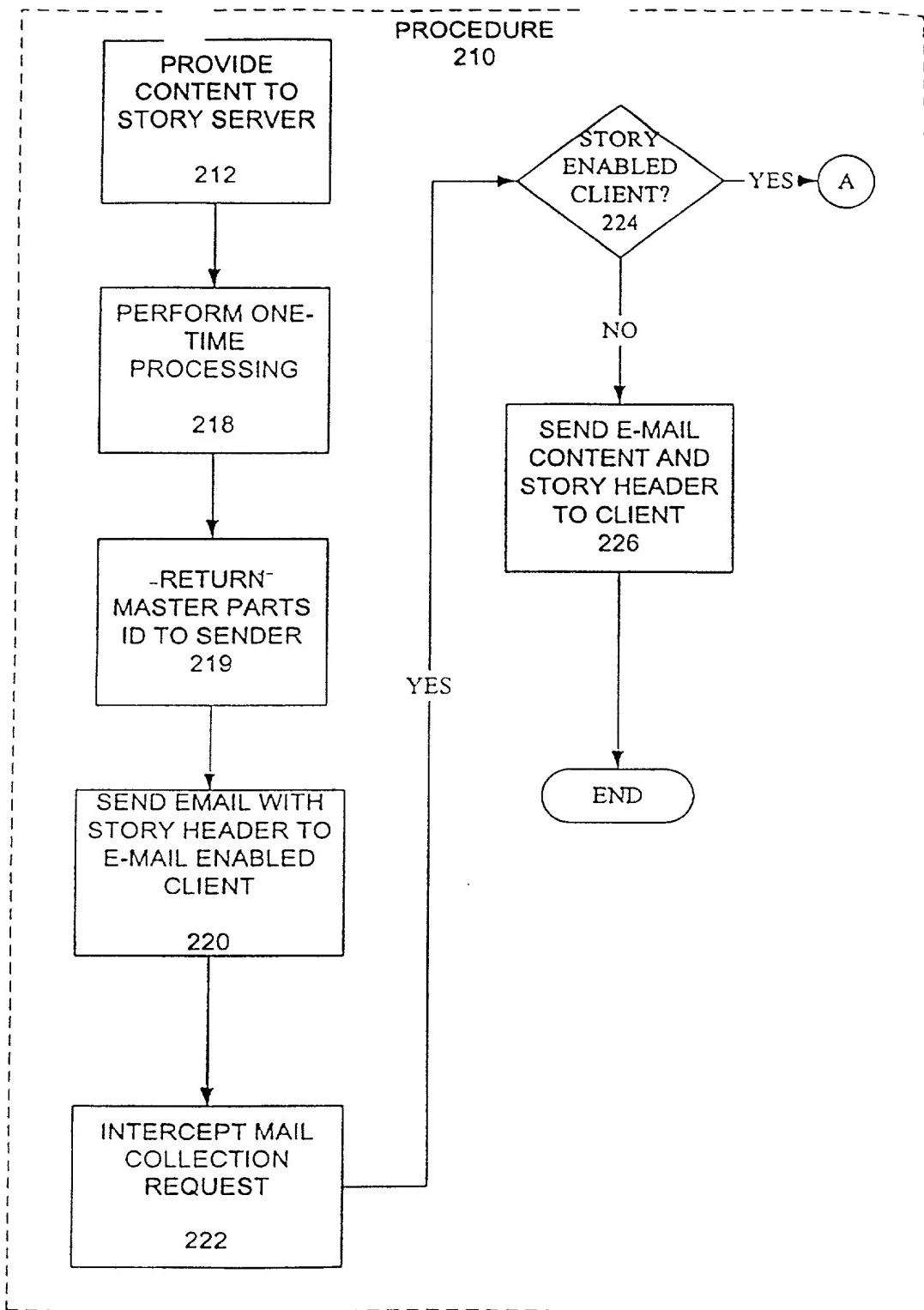


FIG. 6

PROCEDURE
210

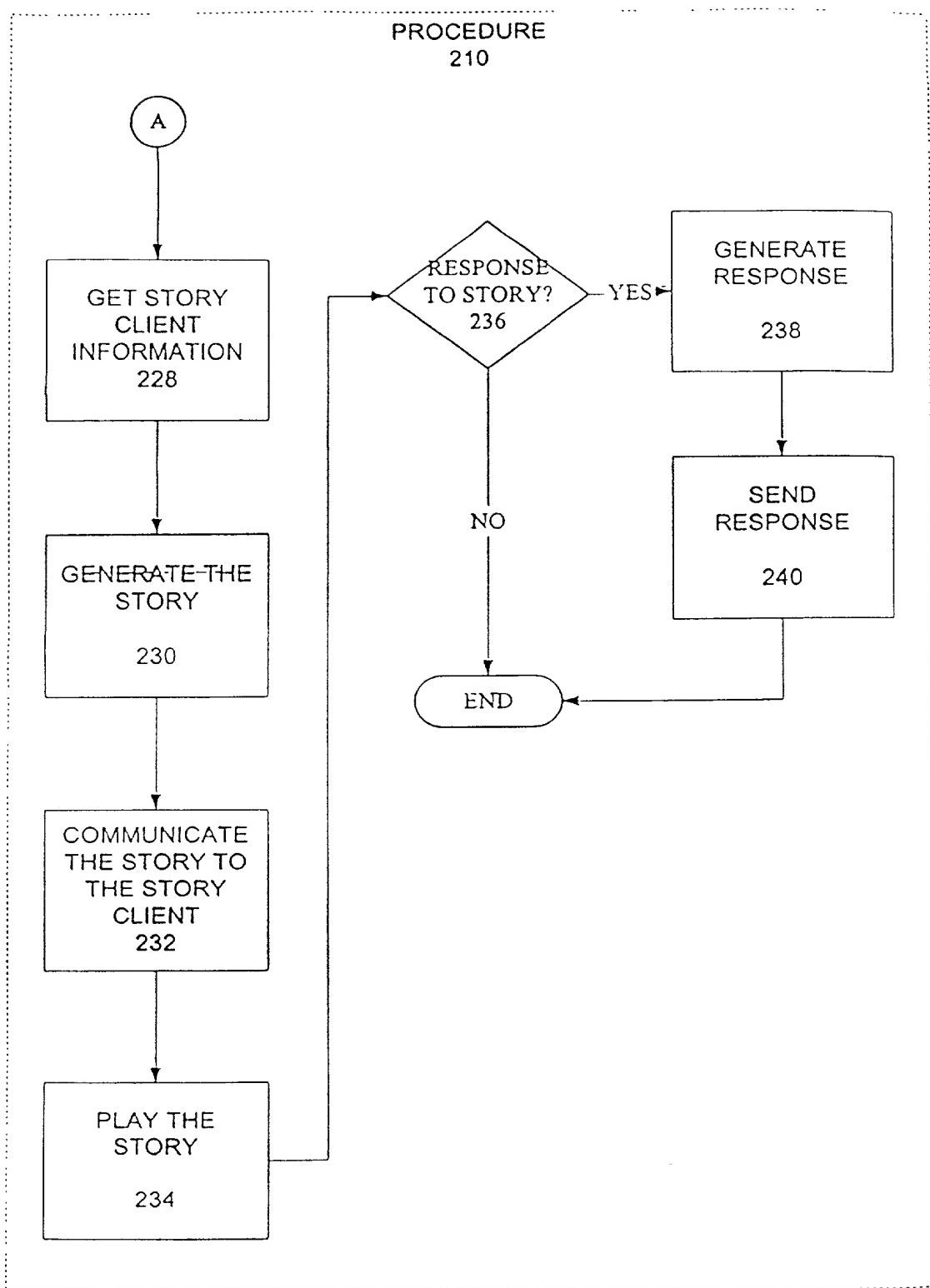


FIG. 7

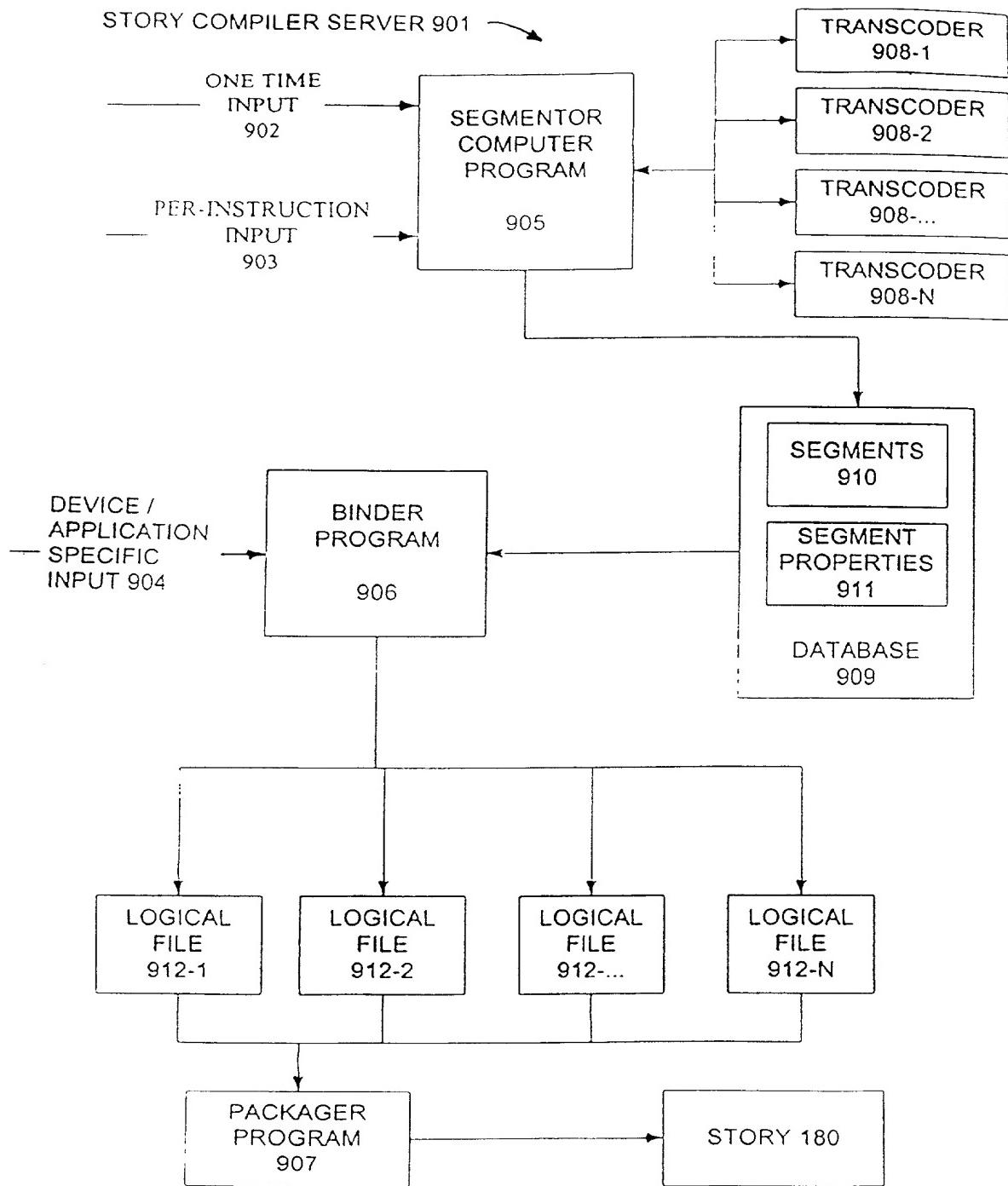


FIG. 8

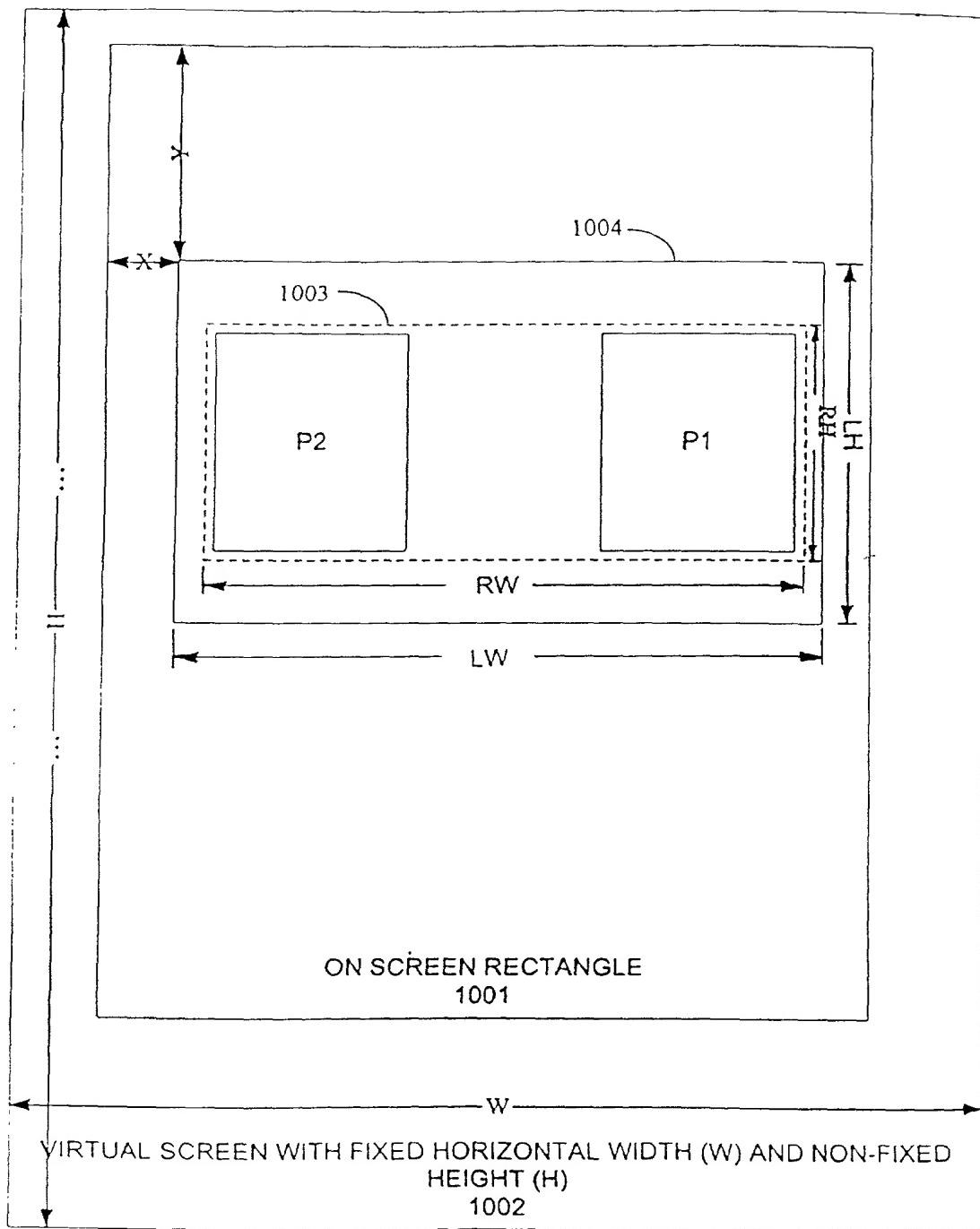


FIG. 9

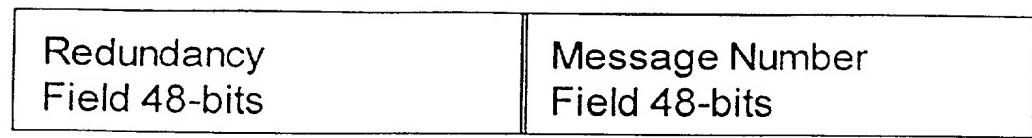


FIG. 10

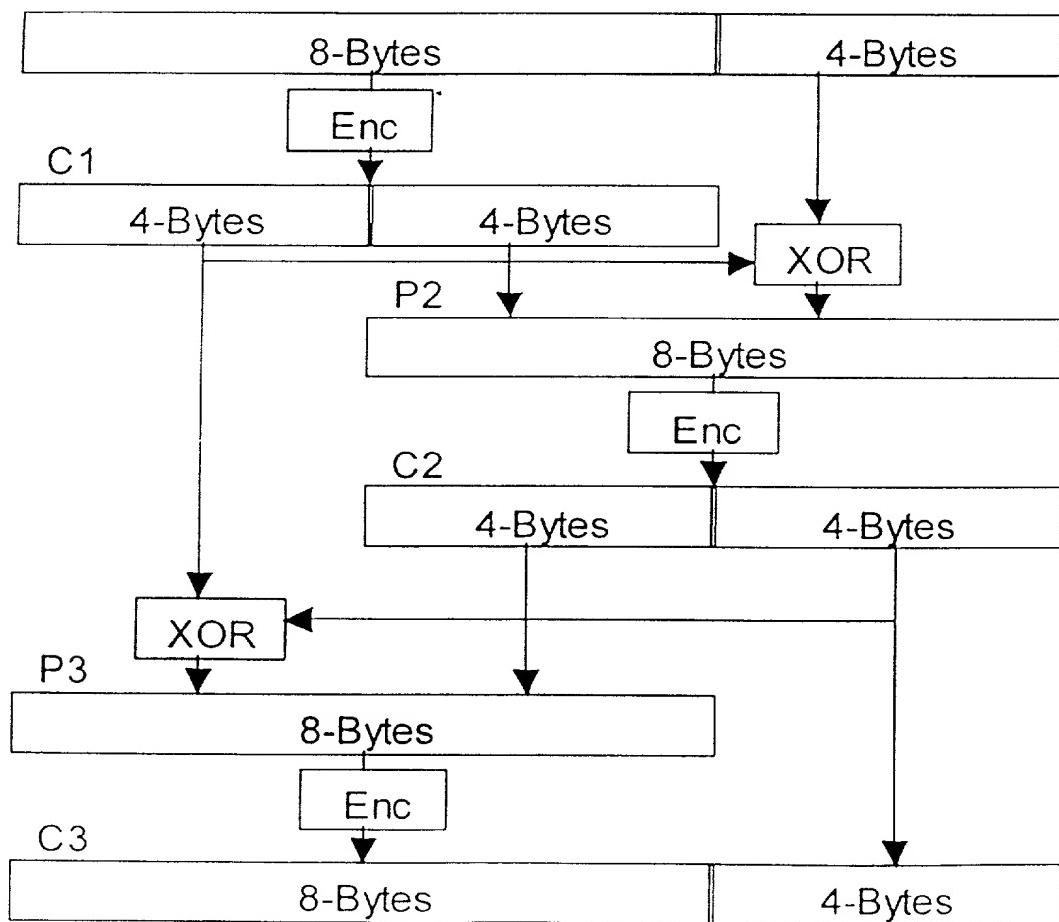


FIG. 11